Subject	**Draft Evaluation Criteria Memorandum**
Attention	Mike Morgan and Brett Estes, City of Astoria
From	Scott Richman, Brooke Jordan, Jacobs
Date	December 5, 2018
Copies to	Michael Duncan, ODOT

Introduction

This memorandum presents proposed criteria for the evaluation of potential land use and transportation improvement alternatives that could consist of regulatory changes such as existing plan and code amendments, and public investments in the Uniontown neighborhood. The evaluation criteria reflect community identified concerns about the impact of alternatives on livability, development or redevelopment potential, travel conditions by different mode, including safety, comfort, and accessibility for people walking, biking, riding transit, or driving (particularly large freight-hauling trucks), plus historic preservation, aesthetics, and economic vitality.

Evaluation criteria will be used to qualitatively assess and compare the extent to which potential alternatives meet the community vision for Uniontown and project objectives. Project objectives include:

- Strengthen livability and economic vitality;

- Create balanced and efficient multimodal transportation system;

- Develop a complete land use plan and supportive transportation plan;

- Build on previous planning and visioning work;

- Facilitate Astor-West Urban Renewal Plan implementation; and

- Actively engage community stakeholders through visioning process.

Based on the evaluation, each alternative will receive one of three ratings: meets or supports criteria, does not relate to criteria (i.e., not applicable), or does not meet criteria. Table 1 details the community-identified land use and economic development, and transportation issues and proposed criteria to evaluate alternatives.

Table 1. Evaluation Criteria by Key Issues

Key Issues	Draft Evaluation Criteria	Performance Metric
Land use & Economic Development		
Limited Landscaping Standards	• Improves existing landscaping standards to reflect community vision for the neighborhood	

	• Supports sustainable landscaping design and implementation (i.e. preserving/increasing tree canopy, improving storm water management)	
Fragmented Property Ownership	• Encourages development types that bridge gap of fragmented and inconsistent land ownership • Promotes a cohesive identity of the neighborhood	
Bridge Vista Overlay Zone Implications	• Leverages the asset of the river, views of, and connection to the river to future development	
Off-Street Parking Uses and Management	• Reduces burden of parking minimums for new development • Identify potential parking areas in Uniontown • Encourages use of current off-street parking before building more • Parking capacity meets parking need	
Loss of Historic Character	• Preserves the historic character of Uniontown • Emphasizes Astoria's historic character by connecting people to tourism-related and retail businesses • Removal of historic buildings justified in demolition code	
Evolving Traditional Economic Base	• Addresses the changing economic landscape by supporting new investment/employment opportunities • Emphasizes Uniontown's capability for light manufacturing and other resilient industry sectors	
Low Leasing Rates Deter Development	• Allows or promotes feasible development types • Development reflects market conditions/constraints	
Lack of Affordable Housing	• Incentivizes opportunities for increased affordable housing or overall supply of housing • Supports housing types that are appropriate for prevailing wages (i.e. garden-style, duplex, ADU)	

JACOBS®

Key Issues	Draft Evaluation Criteria	
	• New and proposed housing developments are compatible with adjacent neighborhoods and with current neighborhood uses	
Lack of Commercial Space	• Promotes the envisioned neighborhood character (i.e. setbacks, building heights, landscaping) and allows for feasible development • Allows for the repurposing of existing buildings to fill market gap • Commercial development includes affordable housing	
Key Issues	**Draft Evaluation Criteria**	
	Transportation	
Unsafe Pedestrian Crossings on Marine Drive	• Addresses known pedestrian crossing issues on Marine Drive • Improves safety at crossings for pedestrians and bicyclists through proven treatment methods	
Port of Astoria Traffic Concerns	• Alternative measures to increase capacity and turning movements for road users, especially Port activity • Preserves existing transportation system to the Port Astoria • Supports and improves safety for all users around the Port of Astoria	
Parking on Marine Drive	• Preserves parking during roadway configuration • Mitigates impacts to existing on-street parking	
Limited Access to Commercial and Recreational Districts	• Improve pedestrian and bicycle access • Improves access to and identification of commercial or recreational areas through signage, crossings, and wayfinding programs	
Unsafe Nonmotorized Access between Uniontown and Alameda	• Promotes a more walkable, safe, and accessible transportation environment • Improves or creates access to/between Uniontown and Alameda • Improves facilities for those using mobility devices	

JACOBS®

	• Enhances the active transportation network
Problematic Traffic Patterns	• Addresses known access issues on state highways or major arterials • Reduces personal vehicle reliance on system for shorter, local trips • Improves efficiency of current transportation system
Numerous and Closely Spaced Driveways on Marine Drive	• Supports more safe and efficient access to businesses and residences along Marine Drive • Improves safety for pedestrians and bicyclists around driveways
Safe and Convenient Transit	• Enhances public transportation services (e.g., new routes, shelters, ADA compliance) • Improves bicycle and pedestrian connections to public transportation stops • Enhances transportation options to underserved areas.
Inadequate Lighting for Pedestrians	• Improves visibility and safety, especially for those with disabilities • Minimizes impacts to natural resources.
Lack of Safe and Convenient Bicycle Facilities including North Terminus of Oregon Coast Bike Route (OCBR)	• Supports development of and access to north-south bicycle facility • Creates connections between Marine Drive, multi-use path, and OCBR hub

JACOBS®